Generated on February 25 2022 09:13 AM

The score is 39/100

SEO Content

✓	Title	Shop Smart. Shop Esse-Mart! | Your home for MTG cards and toys! **Length : 63** Perfect, your title contains between 10 and 70 characters.
✗	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
✗	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✗	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.

		H1	H2	H3	H4	H5	H6
◉	Headings	1	0	0	0	0	1

- [H1] Magic The Gathering
- [H6] © Copyright 2016 Esse Mart | All rights reserved.

✗	Images	We found 8 images on this web page. 7 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
✗	Text/HTML Ratio	Ratio : **4%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
✓	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

SEO Content

SEO Links

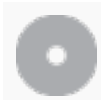|		
❌	URL Rewrite	Bad. Your links have query string.
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 10 links including 0 link(s) to files
⦿	Statistics	External Links : noFollow 0% External Links : Passing Juice 40% Internal Links 60%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Magic The Gathering	Internal	Passing Juice
RPGs	Internal	Passing Juice
Toys	Internal	Passing Juice
Video Games	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Check out our current singles inventory at our TCG Player Store –	External	Passing Juice
Check out our inventory for Magic Online	External	Passing Juice
Tweet	External	Passing Juice
Brad Peterson Art	External	Passing Juice

SEO Keywords

	Keywords Cloud	inventory digital magic online gathering paper menu cards check free

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
magic	4	✖	✖	✖	✔
digital	3	✖	✖	✖	✖
gathering	3	✖	✖	✖	✔
paper	3	✖	✖	✖	✖
check	2	✖	✖	✖	✖

Usability

	Url	Domain : essemart.com Length : 12
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.

Document

	W3C Validity	Errors : 10 Warnings : 21
❌	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✅	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
⚪	Speed Tips	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✖ Too bad, your website has too many CSS files (more than 4). ✖ Too bad, your website has too many JS files (more than 6). ✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✖ Apple Icon ✔ Meta Viewport Tag ✔ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://essemart.com/sitemap.xml http://essemart.com/sitemap.xml
✅	Robots.txt	http://essemart.com/robots.txt Great, your website has a robots.txt file.
❌	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Optimization